

**Amendments to the Claims:**

This listing of the claims will replace all prior versions and listings in the application:

**Listing of Claims:**

Claim 1 (currently amended) A method of placing advertising in an on-line publication comprising the steps of:

~~obtaining a first offer to place a first advertisement on a page in said on-line publication;~~

~~obtaining a second offer to place a second advertisement on the page in said on-line publication;~~

~~selecting, from said first offer and said second offer, the greatest offer;~~

~~identifying at least one subscriber to which the page of said on-line publication, with said advertisement corresponding to the greatest offer, is where candidate advertisements are to be sent according to demographic data for said subscriber;~~

~~using heuristic data to determine which advertisements to be disseminated on the pages, including advertisement targeting, advertisement frequency, and appropriateness of the advertisements if the candidate advertisements have already been sent to the subscriber and if additional deliveries of the same, related or similar advertisements are appropriate according to advertiser demands, expectations, payment and the subscriber's demographic data;~~

~~scanning the page to determine all available advertising locations for plural advertisements on the page;~~

~~placing on the page of said on-line publication, plural chosen advertisements corresponding to the highest offers represented by advertisers that are in good credit standing; and~~

~~automatically resizing the chosen candidate advertisements to fit within the available advertising locations ~~determined by the scan~~ on the page and automatically resizing at least one of existing content or dynamic content to fit within available space on the page near the publication space;~~

~~auctioning the newly resized candidate advertisements to advertisers and auctioning the dynamic content to content providers by receiving at least first and~~

second respective offers; and

placing on the page of said on-line publication candidate advertisements  
corresponding to a greatest offer of the auction represented by advertisers that are in  
good credit standing.

Claim 2 (original) The method of claim 1 wherein said publication is a publication distributed for publication using the Internet.

Claim 3 (original) The method of claim 1 further including the step of transmitting the on-line publication to an Internet service provider for distribution.

Claim 4 (original) The method of claim 1 wherein at least one of said first and second offers are for a determinable sum.

Claim 5 (original) The method of claim 1 wherein said publication is an electronically distributed publication comprised of information obtained from a plurality of sources.

Claim 6 (original) The method of claim 1 further including the steps of:  
obtaining a first advertisement to place in said publication;  
obtaining a second advertisement to place in said publication.

Claim 7 (original) The method of claim 1 further including the steps of:  
determining whether an advertisement selected for publication has been previously placed;  
placing said advertisement selected publication again, if an advertiser's ad placement criteria has not been satisfied.

Claim 8 (original) The method of claim 1 further including the step of reading subscriber demographic data to identify subscribers to whom said on-line publication is to be delivered.

Claim 9 (original) The method of claim 1 further including the step of selecting content information based upon subscriber demographic data.

Claim 10 (currently amended) A method of distributing an on-line publication having advertising space on a page into which advertising material is to be placed, said method comprised of the steps of:

receiving a publication into which advertising material as an advertisement has been placed for publication using a predetermined methodology;

using heuristic data to determine ~~which advertisements to be disseminated on the pages, including advertisement targeting, advertisement frequency, and appropriateness of the advertisements~~ if candidate advertisements have already been sent to the subscriber and if additional deliveries of the same, related or similar advertisements are appropriate according to advertiser demands, expectations, payment and the subscriber's demographic data;

~~scanning the page to determine all available advertising locations for plural advertisements on the page;~~

~~placing on the page plural chosen advertisements corresponding to the highest offers represented by advertisers that are in good credit standing;~~

automatically resizing the chosen candidate advertisement to fit within the available advertising locations ~~determined by the scan~~ on the page and automatically resizing at least one of existing content or dynamic content to fit within available space on the page near the publication space; and

auctioning the resized candidate advertisements to advertisers and auctioning the resized dynamic content to content providers by receiving at least first and second respective offers;

placing on the page of said on-line publication candidate advertisements corresponding to a greatest offer of the auction represented by advertisers that are in good credit standing; and

distributing said publication via a data network to at least one predetermined subscriber.

Claim 11 (original) The method of claim 10 wherein said predetermined methodology includes an automated advertising space auction.

Claim 12 (original) The method of claim 10 wherein said steps are performed by an Internet service provider.

Claim 13 (currently amended) A method of electronically placing advertising on a page of an online publication from a plurality of advertisers, wherein the publication is to be delivered to predetermined subscribers of said publication, said method comprising:

electronically identifying, for at least one predetermined subscriber to said publication, at least first and second advertisements as candidate advertisements from at least first and second prospective advertisers that comports with subscriber profile information stored in at least one data file;

~~electronically obtaining a first offering price to place said first advertisement in said publication;~~

~~electronically obtaining a second offering price to place said second advertisement in said publication;~~

~~using heuristic data to determine which advertisements to be disseminated on the pages, including advertisement targeting, advertisement frequency, and appropriateness of the advertisements~~ if the candidate advertisements have already been sent to the subscriber and if additional deliveries of the same, related or similar advertisements are appropriate according to advertiser demands, expectations, payment and the subscriber's demographic data;

~~scanning the page to determine all available advertising locations for additional advertisements of additional advertisers on the page;~~

~~automatically electronically placing in said publication, plural chosen advertisements, for the corresponding prospective advertiser that offers the highest prices of said first and second prices and the additional advertisements represented by advertisers that are in good credit standing; and~~

~~automatically resizing the chosen~~ at least first and second advertisements to fit within the available advertising locations ~~determined by the scan on the page and~~

automatically resizing at least one of existing content or dynamic content to fit within available space on the page near the publication space;

auctioning the resized candidate advertisements to advertisers and auctioning the resized dynamic content to content providers by receiving at least first and second respective offers; and

placing on the page of said on-line publication candidate advertisements corresponding to a greatest offer of the auction represented by advertisers that are in good credit standing.

Claim 14 (original) The method of claim 13 wherein said subscriber profile information includes demographic data of a subscriber to said publication.

Claim 15 (original) The method of claim 13 comprised of the step of: updating said subscriber profile information prior to identifying advertising that comports with said subscriber profile information.

Claim 16 (original) The method of claim 13 further including the steps of: determining content information to be compiled and delivered to a subscriber based upon subscriber profile information.

Claim 17 (original) The method of claim 13 further including the step of placing in said publication, at least one of said first and second advertisements, for the advertiser offering the greater price of said first and second prices, but at the lower of said first and second prices.

Claim 18 (original) The method of claim 13 wherein at least one of said first and second prices is a maximum price that the respective advertiser is willing to pay to deliver to an intended recipient of the advertising.

Claim 19 (original) The method of claim 13 wherein said publication is an electronic publication.

Claim 20 (canceled)

Claim 21 (original) The method of claim 13 wherein said publication is a publication comprised of information in the form of electronic data collected from a plurality of electronic data sources via a data network.

Claim 22 (canceled)

Claim 23 (canceled)

Claim 24 (original) The method of claim 13 wherein said subscriber profile information determines at least in part, the content of said publication on a subscriber-by-subscriber basis.

Claim 25 (original) The method of claim 13 wherein said step of obtaining a first maximum price that a first advertiser is willing to pay to place said first advertisement in said publication is further comprised of the step of: determining a maximum price that said first advertiser is willing to pay to place said first advertisement for delivery to said first advertisement to predetermined subscribers of said publication.

Claim 26 (original) The method of claim 13 wherein said step of obtaining a first maximum price that a second advertiser is willing to pay to place said second advertisement in said publication is further comprised of the step of: determining a maximum price that said second advertiser is willing to pay to place said first advertisement for delivery to said second advertisement to predetermined distributees of said publication.

Claim 27 (currently amended) A method of placing advertising from a plurality of advertisers on predetermined pages of a publication to be delivered to a plurality of predetermined subscribers of said publication, said method comprising:

electronically providing to at least ~~one~~ two prospective advertisers, demographic data for at least one subscriber to said publication;

electronically obtaining from said at least ~~one~~ two advertisers, a first advertisement and a second advertisement, respectively, as candidate advertisements, for placement in said publication, and which is ~~are~~ selected at least in part using said demographic data for said at least one subscriber;

~~electronically obtaining a first offering price to place said first advertisement in said publication;~~

~~electronically obtaining a second offering price to place a second advertisement in said publication;~~

using heuristic data to determine which ~~advertisements to be disseminated on the pages, including advertisement targeting, advertisement frequency, and appropriateness of the advertisements~~ if the candidate advertisements have already been sent to the subscriber and if additional deliveries of the same, related or similar advertisements are appropriate according to advertiser demands, expectations, payment and the subscriber's demographic data;

~~scanning the page to determine all available advertising locations for additional advertisements of additional advertisers on the page;~~

~~automatically electronically placing in said publication, plural chosen advertisements, for the advertiser offering the highest prices of said first and second prices and the additional advertisements represented by advertisers that are in good credit standing; and~~

automatically resizing the chosen advertisement to fit within the available advertising locations determined by the scan on the page and automatically resizing at least one of existing content or dynamic content to fit within available space on the page near the publication space;

auctioning the resized candidate advertisements to advertisers and auctioning the resized dynamic content to content providers by receiving at least first and second respective offers; and

placing on the page of said on-line publication candidate advertisements corresponding to a greatest offer of the auction represented by advertisers that are in good credit standing.

Claim 28 (original) The method of claim 27 comprised of the step of: updating said demographic data prior to providing said demographic data.

Claim 29 (original) The method of claim 27 further including the steps of: determining content information to be compiled and delivered to a subscriber based upon said demographic data.

Claim 30 (original) The method of claim 27 wherein said publication is an electronic publication distributed at least in part via the Internet.

Claim 31 (canceled)

Claim 32 (original) The method of claim 27 wherein said publication is a publication comprised of information in the form of electronic data collected from a plurality of electronic data sources via the Internet.

Claim 33 (canceled)

Claim 34 (canceled)

Claim 35 (original) The method of claim 27 wherein said demographic data determines at least in part, the content of said publication on a subscriber-by-subscriber basis.

Claim 36 (currently amended) An apparatus to determine which advertising from a plurality of advertisers is to be placed on a page of an on-line publication having limited



advertising space to be delivered to predetermined subscribers to said publication, said apparatus comprising:

first computer identifying, candidate advertisements that comport with subscriber profile information for at least one predetermined subscribers to said publication;

a data storage device coupled to said first computer wherein subscriber profile information is stored;

an interface coupling said data network to said first computer, enabling the exchange of data between advertisers and said first computer and between subscribers to said publication and said first computer and using heuristic data to determine ~~which advertisements to be disseminated on the pages, including advertisement targeting, advertisement frequency, and appropriateness of the advertisements, scanning the page to determine all available advertising locations for plural advertisements on the page~~ if the candidate advertisements have already been sent to the subscriber and if additional deliveries of the same, related or similar advertisements are appropriate according to advertiser demands, expectations, payment and the subscriber's demographic data; and

a resize module for placing on the page plural chosen advertisements corresponding to the highest offers represented by advertisers that are in good credit standing and automatically resizing the chosen candidate advertisements to fit within the available advertising locations determined by the scan on the page, and automatically resizing at least one of existing content or dynamic content to fit within available space on the page near the publication space, auctioning the resized candidate advertisements to advertisers and auctioning the resized dynamic content to content providers by receiving at least first and second respective offers and placing on the page of said on-line publication candidate advertisements corresponding to a greatest offer of the auction represented by advertisers that are in good credit standing.

Claim 37 (currently amended) A computer-readable medium having computer-executable instructions for performing steps for information storage and retrieval of information that comprises the steps of:

identifying, from a plurality of advertisements of said plurality of advertisers, first and second candidate advertisements that comport with subscriber profile information for at least one predetermined subscribers to said publication;

~~obtaining a first price that a first advertiser will pay to place said first advertisement on a page of said publication;~~

~~obtaining a second price that a second advertiser will pay to place said second advertisement in said publication;~~

~~using heuristic data to determine which advertisements to be disseminated on the pages, including advertisement targeting, advertisement frequency, and appropriateness of the advertisements if the candidate advertisements have already been sent to the subscriber and if additional deliveries of the same, related or similar advertisements are appropriate according to advertiser demands, expectations, payment and the subscriber's demographic data;~~

~~scanning the page to determine all available advertising locations for plural advertisements on the page;~~

~~placing in said publication, plural chosen advertisements for the advertisers offering the highest prices of said first and second prices, at least one of said first and second advertisements, according to the criteria that said first and second prices are unequal and as long as the advertisers are in good credit standing; and~~

~~automatically resizing the chosen candidate advertisements to fit within the available advertising locations determined by the scan on the page and automatically resizing at least one of existing content or dynamic content to fit within available space on the page near the publication space;~~

~~auctioning the resized candidate advertisements to advertisers and auctioning the resized dynamic content to content providers by receiving at least first and second respective offers; and~~

~~placing on the page of said on-line publication candidate advertisements corresponding to a greatest offer of the auction represented by advertisers that are in good credit standing.~~